



ARCH RIVALS



Bally  
MIDWAY

# ARCH RIVALS

## Lean, Mean Profit Machine!

# Take Your Town's Biggest Rivalry To The Screen!



## OPERATOR MARKETING SUPPORT!

More than a great sports video! It's basketball with a little extra sprint! There's a toughness and an edge to this "BASKETBRAWL" that can't be found on any other court! Step beyond fancy shots and slick moves—ARCH RIVALS keeps players off-balance, on-guard and entertained!

When it comes to video games, Bally Midway means big business. With a renewed commitment to quality workmanship, innovative game design and state-of-the-art engineering, we proudly present ARCH RIVALS—a brand new way to net big profits!



LOCAL HEROES vs HOMETOWN HEROES  
SELECT ONE OR TWO PLAYERS



## TAKE ADVANTAGE OF THE ARCH RIVALS "HOMETOWN HEROES" OPTIONS:

### CUSTOMIZE YOUR GAME!

Pit YOUR local high school, college or pro teams against one another—You choose the teams, the players and even select uniform colors! Set once or change as often as you like with easy-to-use menu. Select the rivalry that draws the crowd—then sit back and watch the profit-making action begin!

### OPERATOR MARKETING SUPPORT!

Generate public interest that goes into overtime! Set the ARCH RIVALS "Hometown Heroes"™ promo into action by returning the operator reply card. Upon receipt of your reply card, Bally Midway's Marketing Team will send press releases and glossies to YOUR LOCAL NEWSPAPERS! The press will jump at the latest sports scoop! Plus, operators receive two FREE ARCH RIVALS TEAM JERSEYS, competition award certificates, tips on staging press conferences and more!

### LEAN, MEAN AND SMART PLAYERS!

Players control the actions of one team member with our unique 49-way joystick and communicate with the rest! These champs work together and respond to signals and commands. One or two person simultaneous play makes players feel like they're on the court instead of behind the screen!

### QUALITY INSIDE AND OUT!

Unique graphics and characters combined with quality workmanship and extra special attention to detail, make ARCH RIVALS the sports video game for top earnings season after season!



**Bally / MIDWAY™**